

## Amendments of the Claims

The following listing of claims (if entered) will replace all prior versions, and listings, of claims in the above-identified patent application:

### Listing of Claims

1. (previously presented) Apparatus for displaying a plurality of still images, forming an animated display, to a viewer moving substantially at a known velocity relative to said still images substantially along a known trajectory substantially parallel to said still images, said apparatus comprising:
- 5 a backboard having a backboard length along said trajectory, said still images being mounted on a surface of said backboard, each of said still images having an actual image width and having an image center; and
- 10 a slitboard positioned substantially parallel to said backboard, facing said surface thereof and separated therefrom by a board-to-board distance, said slitboard being mounted at a viewing distance from said trajectory, said board-to-board distance and said viewing distance totaling a
- 15 backboard distance, said slitboard having a slitboard length along said trajectory, and having a plurality of slits substantially perpendicular to said slitboard length, each said slit corresponding to at least one of said images and
- 20 having a slit width measured along said slitboard length and a slit center, respective slit centers of adjacent ones of said slits being separated by a frame-to-frame distance; wherein:
- in order to project each said image substantially without blurring, said slit width is selected to
- 25 be at most about one-tenth of said actual image width;
- said images are illuminated to an image luminance; and

when said viewer is in an environment illuminated to an ambient luminance, said slit width is at least about equal to one-tenth the product of (a) said actual image width, (b) the square of the quotient of said backboard distance and said viewing distance, and (c) the quotient of said ambient luminance and said image luminance.

2. (original) The apparatus of claim 1 further comprising an enclosure for preventing entry of foreign matter between said slitboard and said backboard.

3. (original) The apparatus of claim 1 further comprising a light source for illuminating said images to said image luminance.

4. (original) The apparatus of claim 3 wherein said light source is between said slitboard and said backboard.

5. (original) The apparatus of claim 3 wherein:  
said backboard is light-transmissive; and  
said backboard is between said light source and said slitboard.

6. (previously presented) Apparatus for displaying a plurality of still images, forming an animated display, to a viewer moving substantially at a known velocity relative to said still images substantially along a known trajectory substantially parallel to said still images, said apparatus comprising:

a backboard having a backboard length along said trajectory, said still images being mounted on a surface of said backboard, each of said still images having an actual image width and having an image center;

a slitboard positioned substantially parallel to said backboard, facing said surface thereof and separated therefrom by a board-to-board distance, said slitboard being mounted at a viewing distance from said trajectory, said

15 board-to-board distance and said viewing distance totaling a  
backboard distance, said slitboard having a slitboard length  
along said trajectory, and having a plurality of slits  
substantially perpendicular to said slitboard length, each  
said slit corresponding to at least one of said images and  
20 having a slit width measured along said slitboard length and a  
slit center, respective slit centers of adjacent ones of said  
slits being separated by a frame-to-frame distance; and  
a substantially cylindrical lens in each said  
slit; wherein:  
25 in order to project each said image  
substantially without blurring, said slit width is selected to  
be at most about one-tenth of said actual image width.

7. (original) The apparatus of claim 6 further  
comprising a light source for illuminating said images.

8. (previously presented) Apparatus for  
displaying a plurality of still images, forming an animated  
display, to a viewer moving substantially at a known velocity  
relative to said still images substantially along a known  
5 trajectory substantially parallel to said still images, said  
apparatus comprising:  
a backboard having a backboard length along  
said trajectory, said still images being mounted on a surface  
of said backboard, each of said still images having an actual  
10 image width and having an image center; and  
a slitboard positioned substantially parallel  
to said backboard, facing said surface thereof and separated  
therefrom by a board-to-board distance, said slitboard being  
mounted at a viewing distance from said trajectory, said  
15 board-to-board distance and said viewing distance totaling a  
backboard distance, said slitboard having a slitboard length  
along said trajectory, and having a plurality of slits  
substantially perpendicular to said slitboard length, each  
said slit corresponding to at least one of said images and

20 having a slit width measured along said slitboard length and a  
slit center, respective slit centers of adjacent ones of said  
slits being separated by a frame-to-frame distance; wherein:  
in order to project each said image  
substantially without blurring, said slit width is selected to  
25 be at most about one-tenth of said actual image width; and  
said trajectory, said backboard and said  
slitboard are curved.

9. (original) The apparatus of claim 8 further  
comprising a light source for illuminating said images.

10. (original) The apparatus of claim 8 further  
comprising an enclosure for preventing entry of foreign matter  
between said slitboard and said backboard.

11. (previously presented) Apparatus for  
displaying a plurality of still images, forming an animated  
display, to a viewer moving substantially at a known velocity  
relative to said still images substantially along a known  
5 trajectory substantially parallel to said still images, said  
apparatus comprising:

a backboard having a backboard length along  
said trajectory, said still images being mounted on a surface  
of said backboard, each of said still images having an actual  
10 image width and having an image center;

a slitboard positioned substantially parallel  
to said backboard, facing said surface thereof and separated  
therefrom by a board-to-board distance, said slitboard being  
mounted at a viewing distance from said trajectory, said  
15 board-to-board distance and said viewing distance totaling a  
backboard distance, said slitboard having a slitboard length  
along said trajectory, and having a plurality of slits  
substantially perpendicular to said slitboard length, each  
said slit corresponding to at least one of said images and  
20 having a slit width measured along said slitboard length and a

slit center, respective slit centers of adjacent ones of said slits being separated by a frame-to-frame distance; and

an enclosure for preventing entry of foreign matter between said slitboard and said backboard; wherein:

25                   in order to project each said image substantially without blurring, said slit width is selected to be at most about one-tenth of said actual image width.

12. (original) The apparatus of claim 11 wherein said slitboard and said backboard form portions of said enclosure.

13. (previously presented)     The apparatus of claim 11 further comprising a respective transparent covering for each said slit.

14. (original) The apparatus of claim 11 further comprising a light source for illuminating said images.

15. (original) The apparatus of claim 11 wherein said known trajectory is a subway track, said viewer being a passenger on a subway train traveling on said subway track.

16-18. (cancelled)

19. (previously presented)     Apparatus for displaying a plurality of still images, forming an animated display, to a viewer moving substantially at a known velocity relative to said still images substantially along a known  
5   trajectory substantially parallel to said still images, said apparatus comprising:

                  a backboard having a backboard length along said trajectory, said still images being mounted on a surface of said backboard, each of said still images having an actual  
10   image width and having an image center; and

                  a slitboard positioned substantially parallel to said backboard, facing said surface thereof and separated

therefrom by a board-to-board distance, said slitboard being mounted at a viewing distance from said trajectory, said  
15 board-to-board distance and said viewing distance totaling a backboard distance, said slitboard having a slitboard length along said trajectory, and having a plurality of slits substantially perpendicular to said slitboard length, each said slit corresponding to at least one of said images and  
20 having a slit width measured along said slitboard length and a slit center, respective slit centers of adjacent ones of said slits being separated by a frame-to-frame distance; wherein:  
said images are curved relative to said backboard and said slitboard;  
25 in order to project each said image substantially without blurring, said slit width is selected to be at most about one-tenth of said actual image width; and  
said frame-to-frame distance is selected with regard to said known velocity to produce a desired frame rate  
30 to be seen by said viewer, said frame rate being at least about 15 frames per second.

20. (previously presented) Apparatus for displaying a plurality of still images, forming an animated display, to a viewer moving substantially at a known velocity relative to said still images substantially along a known  
5 trajectory substantially parallel to said still images, said apparatus comprising:  
a backboard having a backboard length along said trajectory, said still images being mounted on a surface of said backboard, each of said still images having an actual  
10 image width and having an image center; and  
a slitboard positioned substantially parallel to said backboard, facing said surface thereof and separated therefrom by a board-to-board distance, said slitboard being mounted at a viewing distance from said trajectory, said  
15 board-to-board distance and said viewing distance totaling a

backboard distance, said slitboard having a slitboard length along said trajectory, and having a plurality of slits substantially perpendicular to said slitboard length, each said slit corresponding to at least one of said images and  
20 having a slit width measured along said slitboard length and a slit center, respective slit centers of adjacent ones of said slits being separated by a frame-to-frame distance; wherein:  
said images are inclined relative to said  
backboard and said slitboard;  
25 in order to project each said image  
substantially without blurring, said slit width is selected to be at most about one-tenth of said actual image width; and  
said frame-to-frame distance is selected with  
regard to said known velocity to produce a desired frame rate  
30 to be seen by said viewer, said frame rate being at least about 15 frames per second.

21. (previously presented) Apparatus for displaying a plurality of still images, forming an animated display, to a viewer moving substantially at a known velocity relative to said still images substantially along a known  
5 trajectory substantially parallel to said still images, said apparatus comprising:  
a backboard having a backboard length along  
said trajectory, said still images being mounted on a surface of said backboard, each of said still images having an actual  
10 image width and having an image center;  
a slitboard positioned substantially parallel  
to said backboard, facing said surface thereof and separated therefrom by a board-to-board distance, said slitboard being  
mounted at a viewing distance from said trajectory, said  
15 board-to-board distance and said viewing distance totaling a backboard distance, said slitboard having a slitboard length along said trajectory, and having a plurality of slits  
substantially perpendicular to said slitboard length, each

said slit corresponding to at least one of said images and  
20 having a slit width measured along said slitboard length and a  
slit center, respective slit centers of adjacent ones of said  
slits being separated by a frame-to-frame distance; and  
a light source for illuminating said images;  
wherein:

25 in order to project each said image  
substantially without blurring, said slit width is selected to  
be at most about one-tenth of said actual image width; and  
said frame-to-frame distance is selected with  
regard to said known velocity to produce a desired frame rate  
30 to be seen by said viewer, said frame rate being at least  
about 15 frames per second.

22. (previously presented) Apparatus for  
displaying a plurality of still images, forming an animated  
display, to a viewer moving substantially at a known velocity  
relative to said still images substantially along a known  
5 trajectory substantially parallel to said still images, said  
apparatus comprising:

a backboard having a backboard length along  
said trajectory, said still images being mounted on a surface  
of said backboard, each of said still images having an actual  
10 image width and having an image center;

a slitboard positioned substantially parallel  
to said backboard, facing said surface thereof and separated  
therefrom by a board-to-board distance, said slitboard being  
mounted at a viewing distance from said trajectory, said  
15 board-to-board distance and said viewing distance totaling a  
backboard distance, said slitboard having a slitboard length  
along said trajectory, and having a plurality of slits  
substantially perpendicular to said slitboard length, each  
said slit corresponding to at least one of said images and  
20 having a slit width measured along said slitboard length and a



slit center, respective slit centers of adjacent ones of said slits being separated by a frame-to-frame distance; and

an enclosure for preventing entry of foreign matter between said slitboard and said backboard; wherein:

- 25                   in order to project each said image substantially without blurring, said slit width is selected to be at most about one-tenth of said actual image width; and
- said frame-to-frame distance is selected with regard to said known velocity to produce a desired frame
- 30 rate to be seen by said viewer, said frame rate being at least about 15 frames per second.

23. (cancelled)

24. (previously presented)   Apparatus for displaying a plurality of still images, forming an animated display, to a viewer moving substantially at a known velocity relative to said still images substantially along a known

5 trajectory substantially parallel to said still images, said apparatus comprising:

                  a backboard having a backboard length along said trajectory, said still images being mounted on a surface of said backboard, each of said still images having an actual

10 image width and having an image center; and

                  an optical arrangement positioned to transmit light from said images to said viewer along said trajectory, said optical arrangement having optical elements viewed by said viewer at a viewing distance from said trajectory, each

15 respective one of said optical elements being at an optical distance from a respective one of said images and having an element width measured parallel to said trajectory and an element center along said width, respective element centers of adjacent ones of said elements being separated by a frame-to-

20 frame distance; wherein:

in order to project each said image substantially without blurring, said element width is selected to be at most about one-tenth of said actual image width;

25       said images are illuminated to an image luminance; and

              when said viewer is in an environment illuminated to an ambient luminance, said element width is at least about equal to one-tenth the product of (a) said actual image width, (b) the square of the quotient of (i) the sum of  
30       said viewing distance and said optical distance and (ii) said viewing distance, and (c) the quotient of said ambient luminance and said image luminance.

25. (original) The apparatus of claim 24 wherein at least one of said optical elements is a mirror.